



Alcoholic Drinks Packaging in Singapore

September 2023

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Alcoholic Drinks Packaging in Singapore - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Foodservice packaging unit volumes return to pre-pandemic levels in 2022
Chivas Regal incorporates artwork to attract attention to a new launch in Singapore
Macallan partners with Bentley Motors for innovative whisky packaging?

PROSPECTS AND OPPORTUNITIES

Kegs expected to increase pack type share due to their many advantages
Sustainability will be an increasing focus

Alcoholic Drinks Packaging in Singapore - Company Profiles

Packaging Industry in Singapore - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible paper a popular pack type in sugar confectionery thanks to its eco-credentials and easy portability

Metal cans the preferred packaging format for energy drinks

Glass bottles dominate rum packaging

HDPE bottles remain popular for storing bath and shower products in 2022

Flexible plastic remains a popular packaging type for laundry care products

PACKAGING LEGISLATION

Singapore's government launching programmes to tackle packaging waste

RECYCLING AND THE ENVIRONMENT

Brands are focusing on sustainable packaging solutions to reduce carbon footprint

Table 1 - Overview of Packaging Recycling and Recovery in Singapore: 2020/2021 and Targets for 2022

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